

APPROVED 5/14/18

Yorkville Public Library
Special Meeting, Board of Trustees
Tuesday, April 10, 2018, 6:00pm
902 Game Farm Road – Michelle Pfister Meeting Room

The meeting was called to order at 6:02pm by President Russ Walter.

Roll Call:

Carol LaChance-yes, Wamecca Rodriguez-yes (arr. 6:05pm), Russ Walter-yes, Susan Chacon-yes, Darren Crawford-yes, Krista Danis-yes, Theron Garcia-yes, Jason Hedman-yes

Also Present:

Library Director Elisa Topper

Recognition of Visitors: None

Public Comment: None

Staff Comment: None

New Business:

Strategic Plan for the Yorkville Library

The meeting was turned over to Trustee Jason Hedman who has had experience with strategic plans. He said he would begin the meeting by doing a SWOT (Strengths, Weakness, Opportunity, Threat) Analysis. After the SWOT Analysis, the Board will focus on Vision from which strategic goals can be developed. The library staff will also be given an opportunity to provide input for SWOT. It was noted that the library has a mission statement from 2003, however, it will be revised.

Results from the SWOT Analysis:

STRENGTHS:

1. Customer Service
2. Children's Services
3. Community Asset (small town)
4. Staff
5. Facility
6. Board
7. Good location
8. Fiscally sound
9. Friends group
10. City Support
11. Adult Programming

WEAKNESSES:

1. Teen & Young Adult Programming
2. Community Visibility
3. Library Perception
4. Regular Program Attendance
5. Staff Knowledge of Technology
6. STEM/Program Diversity
7. Marketing/Engagement
8. Outreach (go out into community)
9. Understaffed
10. Library Hours
11. Wages
12. Collection of Books
13. Lack of Organizational Structure
14. Staff not Cross-Trained
15. Lack of Staff Development
16. Lack of Unified Vision

OPPORTUNITIES:

1. Friends of the Library
2. Grants/Alternative Funding
3. Community Growing
4. City Partnerships/Co-Programming
5. IGA
6. Reach Out to Non-Residents
7. Library District
8. Foundation (501C3) Donations could be made through Friends for tax write-off, donations from sponsors. If Library does not have tax designation, limits on donations. Lack of multi-cultural program diversity also discussed, need adult education with volunteers.
9. School District
10. Adult Education
11. Volunteer Based Programming
12. Senior Center (Beecher) (Library needs marquee or other signage)

THREATS:

1. Tax Cap
2. City Relationship
3. Building Maintenance
4. Staff Turnover
5. Public's Perception of Library
6. Economy (inflation)
7. Budget
8. Other Area Libraries Board discussed elimination of refreshments at programs due to cost, how much money is made from DVD rentals, possible free rentals of DVD on certain days.
9. External Services, i.e. Netflix, Kindle, etc.
10. Perceived Value to Yorkville (Some people think a library is not needed, need to market)
11. Government Funding (Per Capita Grant)

Following the SWOT Analysis, Trustees were asked to rank the most and least critical of the above

topics. Trustees determined these topics should be part of the Vision: Community Perception, Library Hours and Programming.

It was noted that Director Topper is the only certified librarian and the Board feels there is a lack of trained staff. It was suggested that additional trained people would bring more value to the library and one of those persons should have grant experience. Mr. Hedman said the staff and their skill sets should be evaluated to determine if the right people are in the right positions.

The following themes were determined to be the Vision of the library:

VISION:

1. Organizational Structure and Staff Development
2. Enhancement of Programs and Availability of Services (including library hours)
3. Focus on Community Involvement and Marketing
4. Focus on Financial Stability through Alternative Funding and Fiscal Responsibility

Mr. Hedman said goals would be developed in another meeting and the 4 components of the Vision will drive those goals.

The next meeting was set for May 22 at 6pm.

Executive Session: None

Adjournment:

There was no further business and the meeting was adjourned at 8:10pm.

Minutes respectfully submitted by
Marlys Young, Minute Taker